

BLAZE

THE SUNWAY UNIVERSITY MAGAZINE



**MARCUS STEPHENSON:
BETWEEN A TRAVELLER
AND A TOURIST**

Page 4

**WHY YOU DON'T
WANT AN MBA**

Page 14

**3 MONTHS
IN PARADISE**

Page 17



**SHE GOT
IN!**

Page 18

CONTENTS

COVER STORY

- 4 Marcus Stephenson: Between a Traveller and a Tourist

COLLABORATION

- 14 Why You Don't Want an MBA

STUDENT AFFAIRS

- 7 Community Scholar Xin Yi Leads Team to a Successful Talent Competition
- 8 Professional Development for Business School Students
- 9 Celebrity Chefs Cook Up East vs West Culinary Storm
- 10 Sunway Ensemble Celebrates 10th Anniversary
- 19 A Dialogue on Industry Trends with Senior Directors

HALLMARK

- 3 Actuarial Science Programme Receives International Recognition
- 11 Sunway University Invests in Cutting Edge Knowledge
- 12 Taking Nanotech One Step Further
- 13 Seven Startups Chosen for Sunway iLabs
- 16 Chef Patrick Coaches Team Malaysia to Victory
- 17 3 Months in Paradise
- 18 She Got In!

ALUMNI PROFILE

- 20 We Need More Representation in Classrooms: By Kularetnam Vijayakumar

ALUMNI ON THE MOVE

- 22 Ashne Preet
- 23 Nurul Natrah Abdul Azis & Jessica Chang



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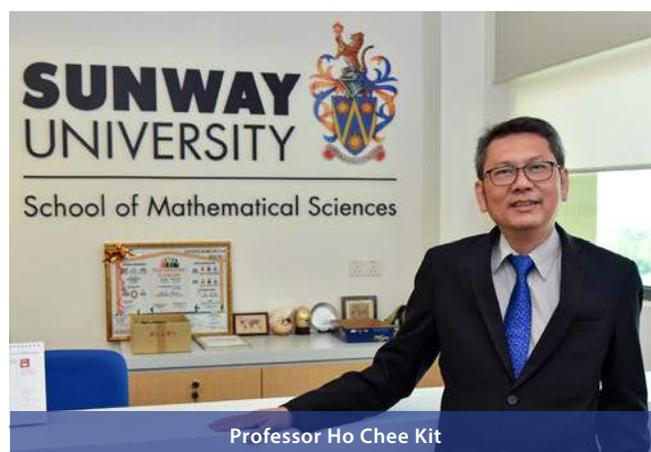
ACTUARIAL SCIENCE PROGRAMME RECEIVES INTERNATIONAL RECOGNITION

The Actuarial Science programme offered by Sunway University has recently been accredited by the Education Committee of the Institute and Faculty of Actuaries (IFoA), United Kingdom. The accreditation will provide Sunway students from the BSc (Hons) in Actuarial Studies maximum professional papers exemptions based on the new IFoA curriculum which are mapped from the old CT1, CT2, CT3, CT4, CT5, CT6, CT7 and CT8 papers into the new codes, namely, CS1 and CS2 (Actuarial Statistics), CM1 and CM2 (Actuarial Mathematics), CB1 (Business Finance) and CB2 (Business Economics).

Currently, less than 50 institutions in the world offer exemptions approved by IFoA, out of which, approximately 20 offer the above maximum exemptions. Of these, five are in Asia and they are Nanyang Technological University in Singapore, The University of Hong Kong, The Chinese University of Hong Kong, Central University of Finance and Economics in China and the University of International Business and Economics also in China. Sunway University now joins this list of well-established institutions who are leaders in actuarial education. This further cements the high standard and quality of Sunway University's BSc (Hons) in Actuarial Studies programme curriculum, delivery, and teaching staff.



Institute
and Faculty
of Actuaries



Professor Ho Chee Kit

"The IFoA accreditation provides students another pathway to become an actuary, one of the world's top professions. Sunway University's BSc (Hons) in Actuarial Studies programme is now recognised by professional actuarial bodies from both the United States of America and the United Kingdom. With professional practising actuaries teaching in the programme, we have a proud history of consistently nurturing and producing employment-ready graduates who have achieved the "Grand Slam" of professional exam success during their time at Sunway," said Professor Ho Chee Kit, Dean of the School of Mathematical Sciences at Sunway University.

The only way to become an actuary is to pass all (or get exemptions from) the required professional exams offered by professional actuarial bodies. The BSc (Hons) in Actuarial Studies at Sunway University is also recognised by the Society of Actuaries (SOA), United States of America, through the Validation by Educational Experience (VEE), whereby students are eligible for 3 VEE exemptions. The SOA is a world leading professional actuarial body and qualifications are globally recognised. **B**

MARCUS STEPHENSON: BETWEEN A TRAVELLER AND A TOURIST

by **Chua Ern Teck**
photograph by **Angeline Teh**

As a 10-year-old boy, Marcus Stephenson went on his first family vacation and remembers that experience fondly. "I felt like I was actually connecting with culture because we went on this trip where you can cross over to Africa from the South of Spain," said Stephenson, Professor of Tourism and Hospitality Management and Dean of the School of Hospitality at Sunway University. "And so we went to Africa for a day."

It was Stephenson's first encounter with mass tourism, where he said "you will be picked up, taken to the airport, transported to the destination, collected at the airport, and have the opportunity to take further trips during the holiday organised by the hotel." Mass tourism, or packaged tours, reached the height of its popularity in the 1970s, and is a 19th century invention of English businessman Thomas Cook, founder of the eponymous travel agency Thomas Cook & Son.

However, the past 20 years has seen a gradual shift towards post-mass tourism. Consumers are now more critical and want to be travellers rather than tourists. Stephenson uses the analogy of ants and bees to describe this phenomenon. On one hand, ant tourists are described as going around, taking things but not actually connecting with a place or experiencing local cultures. On the other hand, bees cross pollinate, spread culture and give something back.

"There is this notion that when you travel you want real food and experiences, but when you get to the country it becomes staged," Stephenson said. "You get locals performing to tourists and that is when it becomes a problem, because they adjust their culture to the tourism experience."

This is one among the many challenges faced by the hospitality industry today, where consumers are informed and connected. "Online and social marketing are making the industry look more closely at how it is perceived," Stephenson said. "Given that so much activity now takes place online, organisations are often forced to respond in proactive and productive ways to criticisms and defects in the product or service."





Besides that, businesses are also paying attention to big data generated by potential and actual customers who make restaurant reservations and hotel bookings via websites and apps. "Researchers feel more at ease that data sources are being increasingly recognised by the industry and even more so when such recognition will trickle-down more to the small to medium enterprises," Stephenson said.

At Sunway University, the School of Hospitality originated in 1998 and, through its partnership with Le Cordon Bleu, provides education and training in culinary arts and hospitality management. Additionally, event management education is an area that Stephenson is considering expanding to take advantage of the meetings and events industry's vast potential in Southeast Asia.

"Sunway is significantly concerned with employability, ensuring that our hospitality programmes encourage students to develop industry-based skills," Stephenson said. "It has a comprehensive internship portfolio and courses are very much concentrated on promoting experiential learning." The School's close relationship with the industry allows students to gain work experience during their studies, encouraging a strong transition from university to industry.

"Although we have to think about employability and how we are developing transferable skills within the hospitality industry, we are also very much into research to keep abreast and influence ideas on trends and consumer behaviour in our teaching," Stephenson said. "We have colleagues with PhDs, and we hope to bring in or recruit from within, more associate professors to develop research capacity because it is essential."

Prior to his appointment in October last year, Stephenson was Professor and Head of the School of Tourism and Hospitality Management at the University of the South Pacific, Fiji. He also worked at Middlesex University Dubai, United Arab Emirates as Chair of Research and Associate Professor from 2005 to 2014. "I research tourism and hospitality development topics in the context of the Middle East region and beyond," said Stephenson, who studied in London for his undergraduate degree in Sociology and Social Administration.

"Two of my anthropology lecturers, whom I really admired, started to taken interest in the field of tourism from a socio-cultural point of view - one was focusing on the anthropology of tourism and another on the anthropology of pilgrimage," said Stephenson, who was enthusiastic about studying tourism after working for several years in the hospitality, event and catering sectors. "They both subsequently contributed to forming the new MA in Sociology and Anthropology of Tourism and Travel in 1989 – a very unique programme in those days, of which I was among the first batch of students."

"I thoroughly enjoyed my time working in the UK, United Arab Emirates and Fiji Islands, but always believe that new countries present new opportunities and transnational experiences, which in many ways helps me to understand the tourism and hospitality industries much better," Stephenson said. "I was interested in working in Southeast Asia and when I had visited the school and the team during the interview period, I felt there were incredible opportunities to move forward and work in a recently established school."

As Dean, Stephenson is responsible for the operational and strategic direction of the school. Since arriving, he has been focussing on the administrative component of the job, but anticipates moving on to research after his first year. Having taught over 35 subjects at the undergraduate and postgraduate levels since 1993, Stephenson is also keen to make time to teach. His work day typically begins at 8:30 am and ends about 11 or 12 hours later.

His family home in the UK is on the outskirts of a small village, Dent, in the north of England, where his parents run an award-winning, luxury bed and breakfast called The Old Craft Barn. Stephenson credits his parents for instilling in him a strong work ethic and, possibly, igniting his interest in tourism and hospitality. Going to Africa for a day with his family and riding a camel for the first time "was part of my childhood and had all that family memory attached to it, so I look back at it in a very nostalgic, positive way," Stephenson said. "As a critical academic, however, I have a problem with the whole concept of package tourism."



Organising Committee of Sunway's Got Talent 2

COMMUNITY SCHOLAR XIN YI LEADS TEAM TO A SUCCESSFUL TALENT COMPETITION

Back for its second season, the hottest talent competition in Sunway, 'Sunway's Got Talent' was organised and led by Ng Xin Yi of the Sunway Student Ambassadors (SSA) in April. Sunway's Got Talent is a platform to foster and showcase students' creativity and artistic talents. It is also an event for students of the SSA to enhance their knowledge and skills beyond the classroom. SSA comprises Sunway University and Sunway College scholarship recipients, and is a student-run representative body that promotes the ideals of academic excellence and leadership.

First time as Organising Chairperson for such a big event, Ng said she is grateful for the support she received from her advisors and committee members. Initially, Ng was burdened by the responsibility decision making, but she soon built up her confidence through brainstorming sessions and discussions with the committee and advisors. Ng is a recipient of the Jeffrey Cheah Foundation Community Scholarship and currently pursuing her studies in Diploma in Business Administration.

Another organising committee member Raenuga Indran recalled her experience in helping to make the event a success. "I have learned that nothing is impossible. It is only impossible when you have a rigid mindset stating that it is impossible," said Raenuga, a BSc (Hons) Psychology student and Jeffrey Cheah Foundation Scholarship recipient. Raenuga was the event's Sponsorship Director. The talent night which attracted an audience of over 900 people at the Jeffrey Cheah Hall was a spectacular night filled with great performances from budding talents.

The 'Hardbeat', who showcased their talent in beatboxing took away the first place. The team took home RM1,500 cash. Eric Lau who performed martial arts came in second place and secured RM900 cash. Third place and RM600 in prize money went to Samantha Laura John who performed and sang 'Never Enough by Loren Allred'. The 'Top 20 Most Popular Finalist' was awarded to Yong Wen Hui who was voted via the Social Media segment of the competition.

Sitting on the panel of judges for the Grand Finale were Rockie Siew, Consultant for Rock School and Sunway University Ensemble, Dan Khoo, Founder of DanKhoo Productions, Chriz Ooi, Malaysian Dancer, Choreographer and DJ, and Maximilian Lim, owner of MaxMillan's Café & Live Music. **B**



Ng Xin Yi (centre) awarding the "Top 20 Most Popular Finalist" to Yong Wen Hui



Student Professional Development workshop held end of last year

PROFESSIONAL DEVELOPMENT FOR BUSINESS SCHOOL STUDENTS

Living in a rapidly changing and increasingly competitive global economy, essential communication, interpersonal skills and ethical values are important for young people to adapt and thrive. To help equip the young people with these skills in today's global economy, the Sunway University Business School (SUBS) developed the Student Professional Development Programme.

Designed specifically for SUBS's students, the programme focuses on three key areas: experiential learning, leadership development and communication skills. It creates a platform for students to practice interviews, resume and cover letter writing, presentation skills, networking, professional image-grooming and business etiquette.

SUBS Alumni Relations and Student Professional Development Manager Arumugam Muthusamy said the programme enables students to work closely with professionals or experts from industry before they step out to the working world.

Ro Ayong from South Korea said the programme helped prepare her for her future career, especially for interviews and work. She also had opportunities to network with alumni and find out more on how they secure jobs of their choice. "With all this information

and knowledge, I am motivated and confident that I can do anything I want to do and can be anything I want to be." Ro Ayong is a final year student of the BSc (Hons) Business Studies programme.

According to Surendran Thangaperumal, participants of this programme were given opportunities to engage with the speakers to be more well-informed regarding the current state of workforce such as employers' needs and wants vis-à-vis their employees. Surendran is currently pursuing his studies in BSc (Hons) Financial Analysis.

Students who sign up for the programme are required to complete six modules within one semester. These modules are "Introduction to Student Professional Development Programme", "Public Speaking and Presentation", "Professional Image-Grooming and Business Etiquette", "Resume Writing and Cover Letter", "Interviewing Skills and Mock Interviews" and "Job Search Process, Career Fair Preparations and Networking."

Held twice a year, students will receive a certificate upon successful completion of the programme. Ten high achievers are also selected based on their participation and performance throughout the programme. **B**

CELEBRITY CHEFS COOK UP EAST VS WEST CULINARY STORM



David Rocco, Chef Chong and Nicholas Tse

Sunway University's School of Hospitality was recently the backdrop to Fox Networks Group Asia's cooking show "Celebrity Chef: East vs West," featuring Hong Kong celebrity chef Nicholas Tse and Canadian celebrity chef David Rocco. This five-part original series had these two personalities travelling to different cities around Asia to learn about food, cultures and prepare local dishes handpicked by a local Chef. The finale was aired on April 15th, 9pm, on FOX Life, ASTRO.

The final part of the show was shot in Sunway University and featured two chefs from the School of Hospitality (SOH) - Chef Chong Wei Tzeh, Chef Queeny Cheong Peg Gie and a former student Kelvin Lau, who graduated early this year with the BSc (Hons) in Culinary Management. They were placed in teams to assist the two celebrity chefs.

Local chef, Chef Nur Amirah Haji Mazlan, from the School of Hospitality, was tasked to demonstrate the cooking method of several dishes before the two celebrity chefs started their culinary battle. The dishes chosen were Nasi Lemak, Ayam Goreng, and Bubur Cha-Cha. The blindfolded celebrity chefs had to taste the dishes and then create their own version of these dishes.

Chef Chong was placed into Chef Tse's team while both Chef Queeny and Kelvin were placed in Chef Rocco's team. Kelvin was amazed to discover the one-hour segment required a production team of fifty and months of planning. Both Chef Chong and Chef Queeny enjoyed the once-in-a-lifetime experience. "It was very well organised, and orders were given and taken in a brigade

system, just like in the kitchen," said Chef Chong. "Much effort and work go into shooting, and the stress is immense, but David and Nicholas showed us that work can be lively and fun," said Chef Queeny.

As the demo chef, Chef Nur Amirah was proud to present Malaysia's much-loved dishes to the two celebrity chefs. Doing the demo was not easy as she had to prepare many sets of ingredients - including raw, pre-cooked, half-cooked and the finished products - to enable the production team enough tape to edit and showcase the different stages of the cooking process. For Chef Nur Amirah, the experience was really precious. "Who else can say that they showed David Rocco and Nicholas Tse how to cook Malaysian dishes," she quipped **B**



Kelvin Lau, Chef Queeny Cheong Peg Gie, Chef Nur Amirah Haji Mazlan and Chef Chong Wei Tzeh from the School of Hospitality



SUNWAY ENSEMBLE CELEBRATES 10TH ANNIVERSARY

Over 900 celebrated the Sunway University Ensemble's 10th anniversary with a concert presenting music pieces ranging from Celtic, classical, English and Japanese soundtracks, and Disney themes. Held at the Jeffrey Cheah Hall on Sunway campus, the concert began with introductory videos of organising committees, performers, alumni and guest performers of the evening's event.

Rockie Siew, Conductor and Advisor of the Ensemble shared that over the past 10 years, the Ensemble has grown a lot in recruitment of players, as well as the diversity of instruments, "we started with 6 violinists, today we have grown to about 50 players covering brass, winds and percussion. This year, we welcomed two harpists."

Pang Yi Hsing, President of the Sunway University Ensemble said it was not easy to plan an event like the concert. Pang joined the Ensemble in 2016, hoping to meet new musicians who share a common interest with her. She played the violin in the concert. "My participation in the concert as chairperson of the organising committee not only taught me to be

a team player, but also enhanced my communication and leadership skills", said the 21-year-old student who is currently pursuing her studies in BSc (Hons) Financial Analysis.

Founded in 2008, the Sunway University Ensemble (SUE) started as a chamber orchestra with only string instruments. Today, the Ensemble has grown to a full orchestra with brass, winds and percussion. Its aims to act as a catalyst to foster excellence in musical talent and develop musical performing arts in Sunway University and Malaysia. Comprising of musicians who are driven and united by the love of music, the Ensemble is regularly invited to perform at various occasions including

graduation ceremonies, corporate project launches and external events.

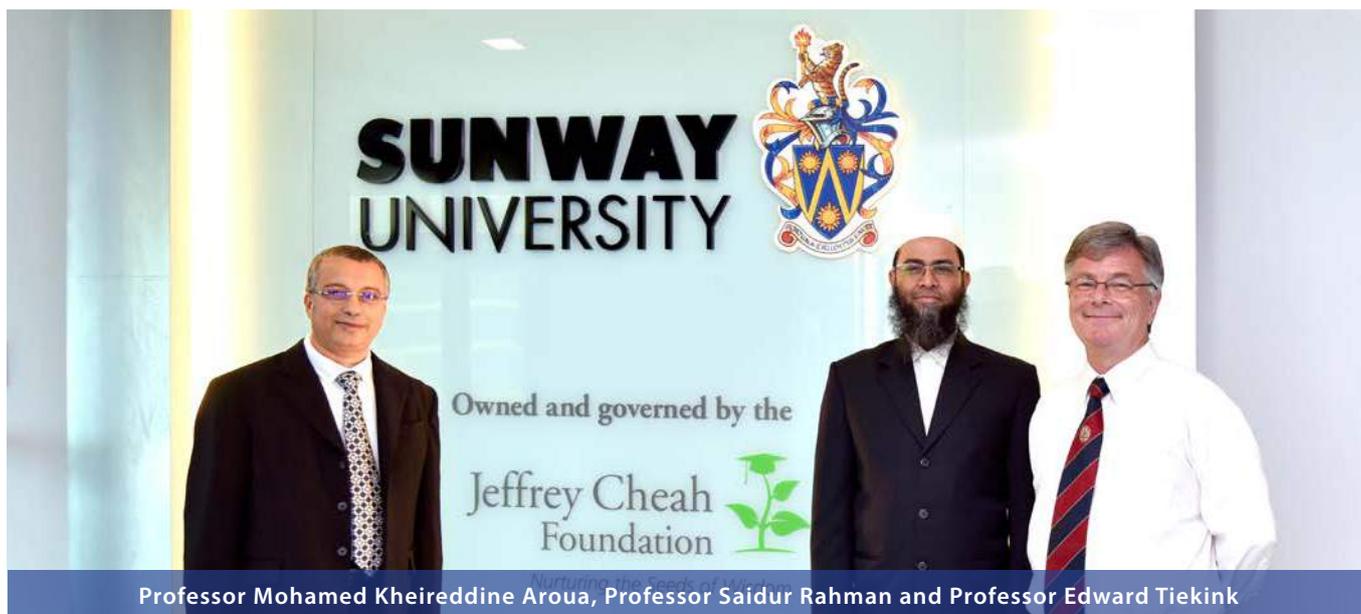
The concert saw over 150 people, including current member and alumni of the Ensemble joint force to make the concert a success. One of the alumni performers, How Sher Yi shared that coming back to perform in the concert gave her the opportunity to meet with her ensemble friends and make new friends. "Since I started working, I miss playing and performing. Besides, performing in an ensemble also helps me to recharge," said How who played the trombone during the concert. How works as a Registered Behaviour Technician. **B**



Some of the 18 alumni who returned to perform for the 10th Anniversary Concert

SUNWAY UNIVERSITY INVESTS IN CUTTING EDGE KNOWLEDGE

Three highly qualified experts join School of Science and Technology to drive ground-breaking research in chemistry, nanofluids and sustainable environment



Professor Mohamed Kheireddine Aroua, Professor Saidur Rahman and Professor Edward Tiekink

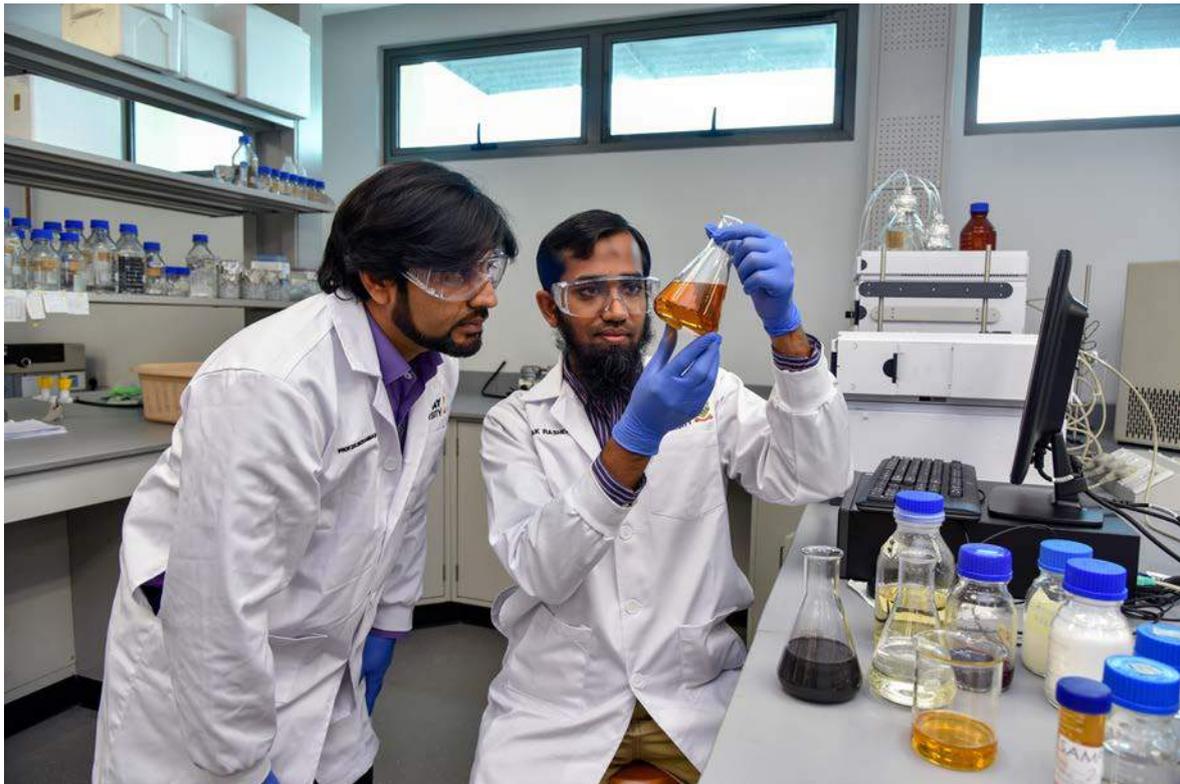
Sunway University, one of Malaysia's leading private universities with a 5-Star (Excellent) rating in the Emerging University category in SETARA 2017 by the Ministry of Higher Education Malaysia, and ranked in the top 2.5% of universities in Asia by QS (Quacquarelli Symonds), now has within its portfolio nine research centres across various fields of study. Helping to shape the landscape of the research centres in the School of Science and Technology at Sunway University are three distinguished professors.

The Research Centre for Carbon Dioxide Capture and Utilisation has on board Professor Mohamed Kheireddine Aroua to focus on water security, energy security, and environment and climate change research. In line with the JSC and Sunway's commitment to the United Nations Sustainable Development Goals (UNSDGs), Professor Kheireddine and his team had helped to develop a solar powered self-cleaning mobile Ultrafiltration (UF) system. This innovative self-cleaning system was used during the recent severe floods in the states of Kelantan, Sarawak and Perak to treat flood and river water to produce clean water for the flood victims. This UF system won Professor Kheireddine the 2016 University of Malaya's award for outstanding achievement in community engagement. The

former Deputy Dean at the Institute of Graduate Studies at University of Malaya joined Sunway University in 2017.

With nanomaterials being the cornerstone of nanoscience and nanotechnology, Sunway University has established the Research Centre for Nano-Materials and Energy Technology which is headed by Professor Saidur Rahman. Recognised as in the top 1% researchers for most cited documents in his field of nanofluids from 2014 to 2017, Professor Saidur worked for 18 years at University of Malaya prior to joining Sunway University in 2016. Having secured and managed more than RM10 million in research grants, he is currently working on improving the performance of solar thermal systems with the application of nanofluids and Phase Change Materials.

The Centre for Crystalline Materials welcomed Director of the Centre, Professor Edward Tiekink in December 2015. Bringing with him a wealth of knowledge in Inorganic Chemistry in the fields of solid-state Chemistry and Medicinal Chemistry, Professor Tiekink was formerly a Professor in the Department of Chemistry in University of Malaya in November 2009. **B**



TAKING NANOTECH ONE STEP FURTHER

Professor Mohammad Khalid and Dr Abdul Khaliq Rasheed of the Graphene and Advanced 2D Materials Research Group (GAMRG) at Sunway University have invented the technology to improve automotive and industrial lubricants. Both scientists who joined Sunway University in 2017 developed the graphene nanolubricant containing millions of the world's thinnest, strongest, lightest, hardest and most conducting nanosheets.

"Wear of engines and machinery continues to be a global concern costing billions annually. Traditional lubricants which use chemical additives have reached the threshold limit in-terms of efficiency. To meet the modern engineering lubrication challenges which primarily deal with nanoscale-friction and thermal performance, we took up nanomaterials to find a solution," said Professor Khalid, Head of GAMRG, which is under the School of Science and Technology at Sunway University.

This year, they aim to commercialise their graphene based nanolubricant 'Infinoil' which can reduce friction and wear, improving engine efficiency in automotive and industrial applications. Graphene,

derived from a natural source, is a single layer of carbon atoms. According to Professor Khalid, the possibility to extract out a sheet of carbon atom is only made possible in the last decade.

'Infinoil' nanolubricants reduce wear and remove heat from the engine and machine components through a culmination of several mechanisms at nano-scale. Last year in November, 'Infinoil' was tested at the F1 circuit in Sepang, Malaysia. The vehicle it was tested on ran for a 24-hour race, displaying outstanding endurance. 'Infinoil' was found to resist degradation better than other lubricants used during the race.

Muhammad Danial Halim, team manager of MRF D Garage commented, "The graphene nanolubricant outperformed our competitors' as we didn't have to top-up the engine oil during the 24-hour run while some racers had to top-up their engine oil two to three times. Our engine's oil pressure, as well as its temperature, was maintained."

"Racing requires high performance lubricants that can resist extreme conditions. When we explained the technology of



Professor at the racing circuit



The car that runs with the 'Infinoil'

our product, the team was excited to test the same in pre-race trials and based on the excellent performance during trials, the team decided to go with our product for the actual race," explained Dr Rasheed.

Professor Khalid, Head of GAMRG has over 12 years of experience while Dr Rasheed, a research fellow has more than 10 years of experience in nanotechnology. The group's main research activities are to develop Graphene and 2D materials technologies, and apply them in different heat transfer applications (such as lubricants, coolants and composites).

"Besides research, we offer consultancy to those in the automotive industry and our activities contribute to the National Graphene Action Plan 2020," said Professor Khalid. **B**

SEVEN STARTUPS CHOSEN FOR SUNWAY ILABS

Sunway's non-profit incubator, Sunway iLabs, has announced that it has handpicked seven startups for the second phase of its Sunway iLabs Accelerator Programme. The startups will receive RM 50,000 in seed funding to be provided by Sunway University and Nexea Angels, and RM 150,000 worth of Google Cloud credits and legal advisory from Chooi & Company.

After a month of minimum viable product (MVP) development, the startups will now proceed to the remaining five-months of market validation and grow customer traction so that they are well-positioned to raise follow-up funding in an investor showcase (demo day) to be held on July 20th. The seven startups are:

- **EzySpark** is an online corporate training platform which will match corporations to trainers.
- **Beacon Systems'** aim is to develop an artificial intelligence-enabled accounting software that will automate accounting for entrepreneurs so that they can focus on their business growth.
- **Jobworks** is a mobile recruitment platform that integrates job-matching, clock-in-clock-out, payroll, and rating features focused on matching part-time workers to organisations.
- **JomRun** incentivises runners with discounts and points through their running app.
- **Kravve** is an online shopping channel for homemade artisanal food with a management service that saves home chefs 80% of time and money managing online sales.
- **Infinoil** aims to commercialise their graphene based nanolubricant, which can reduce friction and wear, improving engine efficiency in automotive and industrial applications.
- **Red Dino Ventures** enables online sellers to manage multiple e-commerce channels under one account.



WHY YOU DON'T WANT AN MBA

by *Dr Michael Dent*, MBA Programme Leader, Sunway University Business School

Many people will try to convince you that having an MBA will somehow improve your life, but we all know that reality rarely matches expectations. What you can expect is hard work, long nights, stress, deadlines, a complete lack of social life for two years, grief from your supportive partner and increased pressure in your day time job. In addition, many entrepreneurs and businessmen have managed fine without an MBA, it costs a packet and it could just all be a waste of time. So why on earth would anyone in their right mind want to sign up for an MBA?

Firstly, you need to understand why students embark on an MBA degree. There are four main categories, the largest group is the young upwardly mobile late 20s to mid-30s career executives who believe that an MBA will increase their promotion chances and paypacket. The second group is the slightly older or more technically qualified

group (often Accountants, Engineers or Scientists) who think they need an MBA to provide them with a slightly wider skill set and to improve their leadership skills. The two smallest groups are the aspirational entrepreneurs who fear that their lack of either Finance or Marketing skills could prove their downfall and finally we have the greybeards who are pursuing the qualification because of genuine interest and possibly even for reasons of self-actualisation.

Personally I gave up on Management Consultants, with MBAs, coming into my organisation, stealing all of my ideas and then presenting them to the Board as their own work, taking all the credit and getting paid 3 times my salary for the privilege. So I thought if you can't beat them – join them. So I knocked off my MBA and then got a job with a Top 4 consultancy group in London, and I have never regretted it.

So the first question you have to ask yourself is why do you think you need an MBA? Is it for the kudos and potentially higher salary or is it for knowledge? Different answers will produce a list of different universities to study in. Some are very expensive (yet may have better accreditations which employers seek), some are a lot cheaper and seem to cover very much of the same materials. One thing you can be really certain of – you won't ever do two MBAs, so if you are going to sacrifice the next two years of your life you need to choose the right one.

The lower cost programmes often have very well qualified industry based academics, nice facilities and usually have a lower emphasis on exams. If your driver is purely knowledge based, this may be your best bet. The one big difference between the expensive universities and the rest is that their entrance requirements will be higher. In addition, an entrance essay or test will be required plus a personal interview. As a result the cohort (class) tends to comprise a very good mix of experience, academic achievers and high flyers. This is important as all of these people will likely have high powered jobs in 5 to 10 years time. Research has shown that career advancement is actually heavily dependent on your network. Promotions tend to come via your ex-colleagues or LinkedIn rather than in response to job advertisements. Interestingly enough, poor networking skills is one of the potential barriers that women meet when trying to break through the glass ceiling.

Another reason why an MBA may not be right for you is that a professional qualification or a Masters degree in your own subject area may be a better foundation for launching your career. This is a tricky question and there is no one definitive answer. Two issues to consider are how certain you are that you will want to continue to work in the same field or industry forever? The MBA provides a legitimate stepping stone into new pastures should you so wish. Secondly, how important is technical knowledge in your field? In some areas, technical knowledge becomes obsolete very fast (IT for example), additionally promotion to managerial ranks depends far more on broader management skills when you climb higher up the organisation ladder. The impact of artificial intelligence could change your world quite dramatically in the next few years, a number of lower level managerial positions will disappear – so, do you want to build up your defences or stay agile?

The only constant is change: If, perversely, you do decide to take on an MBA, life has a habit of throwing a spanner in the works when you least expect it. Some of these changes can be very happy ones; an unexpected promotion, marriage, children etc. But they will all bear down on your work/life balance in a negative manner. Less pleasant would be redundancy or death close ones. These can derail your plans for some time if not permanently. Some of our MBA students have been unexpectedly moved to other countries, this too creates its own problems.

Another aspect that could ruin your life plan is your company being forcibly acquired (this has happened to me twice). All of a sudden your boss has gone and been replaced by someone who does not know you at all and would massively prefer to populate the department with people that s/he does know. Having an MBA can be a useful insurance certificate in later life if employers are more focused on paper qualifications (as some US and German companies are) rather than taking the time to find out whether you are a valuable asset or not.

Some changes are predictable so planning exactly when to do your MBA is critical. Some people have said that there is never a good time to do an MBA – it is a bit like having children, maybe you should wait until you have both the time and money? After retirement then...

If you still, somehow believe that you might be interested in the Sunway/Lancaster dual degree, triple accredited MBA programme; please contact michaelmd@sunway.edu.my for further details.

“Personally I gave up on Management Consultants, with MBAs, coming into my organisation, stealing all of my ideas and then presenting them to the Board as their own work, taking all the credit and getting paid 3 times my salary for the privilege. So I thought if you can't beat them – join them. ”



From left: Otto Tay, Chef Patrick Siau and Tan Wei Loon

CHEF PATRICK COACHES TEAM MALAYSIA TO VICTORY

The Malaysian Pastry Team gloriously won the 2018 Asian Pastry Cup. It is a bi-annual event showcasing gifted chefs from the region contesting for not only regional accolade but to compete for the World Pastry Cup - Coupe du Monde de la Pâtisserie which will be held in Lyon, France in January 2019.

Team Malaysia was led by Patrick Siau, who is the Head Chef and Teaching Fellow for the School of Hospitality at Sunway University. In Chef Patrick's team were Tan Wei Loon, Executive Pastry Chef for the Academy of Pastry Arts and Otto Tay, Corporate Chef for Dobra Asia Co. Ltd. As well as being Asia's pastry champions, they also won an award for the 'Best Display', indicating their artistic talent, imaginative sensibilities and creative abilities.

The Asian Pastry Cup competition was a highly competitive and demanding event, lasting two days, involving teams from Australia, China, India, Maldives, Philippines, Singapore, Sri Lanka, Syria and Taiwan. Team Malaysia provided an expression of Kabuki, which is a Japanese classical theatre involving dancing and singing, along with a plated dessert and a chocolate dessert composed of a salted streusel base layered with chocolate pain de gene, medium roasted coffee ganache, bailey's cremeux, Mandarin yuzu jelly and chocolate mousse. This was well planned, developed and executed.

"We are very happy to be crowned as champions again. It was not an easy journey for us given our daily work routine and work requirements. But we managed to overcome all the obstacles because of the trust that we had for each other. We will work even harder from now on in order to achieve our larger dream in Lyon. Importantly, we need to always stay humble and grateful of our achievements" said Chef Patrick Siau. Team Malaysia was accompanied by a supporting group from the School of Hospitality, which included Chef Queeny Cheong Peg Gie, Chef Chong Wei Tzeh and student interns.

The Dean of the School of Hospitality at Sunway University, Professor Marcus Stephenson, said "As soon as we heard that Chef Patrick and his team won the Asian Pastry Cup we were very delighted because we were proud of his leadership, as well as the team's great efforts to win this prestigious event. It is very good to know that the School of Hospitality is directly associated with such talent and expertise, aligned to international benchmarks. This School strives for excellence at every level and this is very clear evidence in relation to pastry production and presentation, which is one of our central strengths and this is reflected in Chef Patrick's leadership and accomplishments. Well done Chef Patrick and Team Malaysia!" **B**

3 MONTHS IN PARADISE

What started as the winner of "A Week in Paradise: An Internship Opportunity of a Lifetime" competition, Andrew Yeong Zheng Hoe, BA (Hons) in Communication student scored an additional 3-month internship in Hawaii

reserve. The nature reserve is also a tourist attraction famously known for movies and TV series such as Jurassic Park, Jurassic World, Jumanji, and Hawaii Five-O.

Hoping to challenge and discover more about himself in a whole different environment, Andrew said he was able to experience different work cultures, new job opportunities and also gained a better understanding of business, marketing and advertising strategies, which were plus points for him as he specialised in Advertising Design for his undergraduate studies.

Recalling his experience in Hawaii, Andrew shared that the working culture there is refreshingly different from his experience in Malaysia. Prior to his undergraduate studies, he interned at Ogilvy & Mather and worked full-time at EPIC Homes.

The former student of SMK Taman Sea said that majority of his colleagues in Kualoa Ranch manage their time well and respected each other as individuals. "They are focused and motivated with their work, at the same time, they never fail to allocate time for their personal life.

The people there see each other as more than just colleagues and show a great "Aloha Spirit" where they welcome people from all across the world, Andrew added.

During his time at Kualoa Ranch, he was assigned to develop marketing and advertising strategies and tools. He also had opportunities to assist in facilitating tours and special functions such as photoshoots, filming and weddings.

"I helped with the planning and staging of a surprise proposal for a Singaporean couple. Apart from that, I also worked with several production crews and celebrities who came to Kualoa to film their music video and travel programmes, among them were TVB, the Hong Kong television broadcasting company and Avian Ku, an actress famous for her role in the Terrace House: Aloha State, a Japanese reality television series set in Hawaii."

Sharing his thoughts on the Communication programme at Sunway University, Andrew believes the versatility of the programme will enable him to venture into different businesses or industries, preparing him well for his future career. "The programme also provides me with a bigger platform to practise and further enhance various skill sets, especially in software and designing. These skills proved essential during my internship," said Andrew. **B**

During his final semester at Sunway University, Andrew received a tremendous opportunity to intern abroad. He spent three months in Hawaii gaining invaluable work experience. "A Week in Paradise: An Internship Opportunity of a Lifetime" is a marketing competition which was hosted by the Hawaii Tourism Southeast Asia.

Through this competition, he ventured on an all-expense paid internship experience with Kualoa Ranch for seven days. From there, he established a positive relationship with the staff where they welcomed him back to the Ranch for a 3-month internship.

Located on the north-eastern side of Oahu in the Hawaiian countryside, Kualoa Ranch is a 4000-acre private nature

SHE GOT IN!

Magdalene Rose de Rozario, Sunway University Psychology Alumna has been accepted by the University of Melbourne, Australia to study Master of Psychology programme specialising in clinical neuropsychology



The Master of Psychology (Clinical Neuropsychology) programme at the University of Melbourne has an excellent international reputation. "Clinical neuropsychology is a niche area of study in Malaysia. Magdalene will be one of Malaysia's pioneers to hold a professional doctorate in this specialised field upon completion of her studies," said Associate Professor Dr Alvin Ng, Head of the Department of Psychology, School of Science and Technology, Sunway University.

According to American Psychological Association (APA), clinical neuropsychology is a specialty in professional psychology that applies principles of assessment and intervention based upon the scientific study of human behaviour as it relates to normal and abnormal functioning of the central nervous system. The specialisation is dedicated to enhancing the understanding of brain-behaviour relationships and the application of such knowledge to human problems.

Born in Petaling Jaya, Magdalene interned at Brightstars during her undergraduate years at Sunway. Brightstars is a life-skill centre for children with learning disabilities. Working as a Therapy Assistant at the Centre, she had the opportunity to experience the holistic management of children with learning disabilities and was exposed to the basics of Applied Behavioural Analysis (ABA) therapy.

"My experience at Brightstars really encouraged me to further pursue my ambition to work in the area of clinical neuropsychology," said Magdalene, who is grateful to have worked with the children at the centre.

Magdalene, who graduated in 2016 with First Class Honours in the BSc (Hons) Psychology, was very active in extra-curriculum activities. Prior to her graduation, she worked as a Research Assistant under Dr Yong Min Hooi, a Senior Lecturer in the Department of Psychology. Upon graduation, Magdalene worked as a Teaching Assistant at the Department for a year. She later worked as a Research Assistant with Associate Professor Dr Lin Mei-Hua, helping Dr Lin on her research project entitled "Exploration of National Differences in Leadership Selection Based on Trustworthiness".

Thanking both her parents and the University for their support, Magdalene added, "It was in university that I truly discovered the passion for learning. I want to thank my parents for allowing me to pursue my studies in a programme I am passionate about, and Sunway University for nurturing me both during my undergraduate programme, as well as providing me the opportunity to continue my learning journey with them after my graduation. Sunway University will always take up a special space in my heart, as this is where I grew in confidence and ambition to make a better life for myself and others."

Dr Alvin, who was Magdalene's lecturer for Behaviour Modification and Learning Disabilities units, is very proud of her achievement. "The main objectives of clinical neuropsychology are to provide expert information on diagnosis, patient care and treatment, as well as contribute to research. Clinical neuropsychologists are scientist-practitioners who constantly update research literature with new clinical discoveries in the field. **B**

A DIALOGUE ON INDUSTRY TRENDS WITH SENIOR DIRECTORS



by **Arumugam Muthusamy**, Manager, Alumni Relations & Student Professional Development
 photography by **Raja Amirul Azizi**, Website Administrator and Content Manager
 Sunway University Business School

Sunway University Business School (SUBS) recently organised a seminar: “Dialogue on Industry Trends with Senior Directors” with support from Sunway Career Services, Student Life.

The seminar was organised with the aim of providing opportunities for students to mingle with senior directors from various industries including the medical, e-commerce and marketing. It also gave senior directors the opportunity to share their knowledge and professional experiences with the students, which will stand them in good stead for their future career.

The speakers were Wan Nadiah, Chief Executive Officer of Tropicana Medical Centre and Group Chief Corporate Officer of Tropicana Medical Centre Life Science Bhd., Yeoh Chen Chow, Co-Founder of Fave and Loo Hoey Then who is a SUBS MBA alumna and the Director of Marketing, Sunway Malls. The keynote speech was given by the SUBS Dean Professor Steve Williams and Lancaster University Director Partnership Development Dr Thomas Thornborrow. SUBS

MBA Programma Chair Dr Michael Dent, acted as a moderator and asked the speakers various questions related to their respective fields of work and professional experiences.

Students gained more insight into the challenges and tribulations faced by top management. This seminar session was focused on career development and the speakers advised students on some important points to consider in their Curriculum Vitae when applying for employment after graduation or for internship. They provided students with tips on how to adapt to the working world, and emphasised the virtues of proper time management and discipline in the context of employment.

The speakers also shared their career development experiences and challenges they faced when juggling work and family life. Students were advised that knowledge and education are a platform to develop their discipline in career life. This seminar was created with the view to nurture within the students a good employment ideology, and to improve their education and knowledge level in various industries.

WE NEED MORE REPRESENTATION IN CLASSROOMS: BY KULARETNAM VIJAYAKUMAR

As a Fellow who has been in school for slightly longer than a month, you know what is the most immediate impact I have had on my school? It wasn't unconditional acceptance, nor was it good teaching (still quite a while until I can say that!). It was representation. Showing some of my students that someone who looks like them is out there.

Growing up Indian, you're used to being one of the only people of your ethnicity in the room. In my high school, I was one of... five Indian people in my form, I think, spread across four classes. I'm used to sticking out, just through the colour of my skin, and I'm used to it being an issue. From the first time I stepped in school as an adult back in September last year, I could feel Indian students everywhere staring at me. One of them actually invited me to talk to her class.

It's like that in my present school, too. My present school has a larger population of Indian people in general - both in terms of teachers and students. However, most of the teachers here are veterans, meaning that while they're of the same race, they're also the same age as these kids' parents. Because of this, I'm the only young Indian man teaching in the school.

This makes a big difference - I get to serve in a big brother-esque capacity that older teachers can't fit into. This makes influencing the students in subtle, positive ways so much easier! When I notice the looks that students, especially Indian students, give me, it is the faces of students who are glad they're finally represented. We talk a lot about diversity in media, but I don't think people in Malaysia put enough focus on the need for diversity in civil service, especially in education. In the book "Educational Issues in Multi-ethnic Malaysia" by R. Santhiram and Tan Yao Sua, the authors discuss how a scarcity of teachers of different ethnicities in Malaysia is problematic from several aspects.

Firstly, we can observe that subjects like Mandarin and Tamil suffer from a severe shortage of teachers. It also means that many children don't have a teacher who can understand their cultural context. It means that children who struggle in English or Malay don't have someone in school to speak to and connect with on a deeper level. Being represented by a teacher can help pull these students out of their racial bubbles. In my school, it is much the same story as everywhere - while there is pockets of diversity, unfortunately most of the student population are still segregated. To put it simply, by being in school as a minority, you are already making a difference, even before lessons begin. Remember how it feels to be represented on screen? Being represented in school feels even better.

If you say you care about diversity and representation, here I challenge you - consider joining Teach For Malaysia as a Fellow for the 2019 cohort. Be the beacon of representation for your students.

Whatever you think about the system, this system is populated by people, and if people at the bottom can create change at their level, it will change the whole system, in time.

To people who say that systemic change will take too long:

It may be, but "a society grows great when old men plant trees whose shade they know they shall never sit in."

Register or learn more about the Teach For Malaysia Fellowship at teachformalaysia.org/apply. The final deadline is 7 July. The Fellowship is an award-winning 2-year leadership development programme for fresh graduates looking to develop professional skills while making a difference through education.

Alumnus Kularetnam, a graduate of BSc (Hons) Psychology accepted as a Fellow with Teach For Malaysia since November last year shares his experience serving in the civil service and re-entering the Malaysian public school system as a teacher.



"A society grows great when old men plant trees whose shade they know they shall never sit in."

KULARETNAM



ASHNE PREET

BSC (HONS) PSYCHOLOGY
DEPUTY HR MANAGER
SOLS 24/7

In 2013, I remember having to decide which degree I wanted to enrol in, and it was the hardest decision ever; knowing that the decision I was about to make would be the foundation of my professional career. I took a leap of faith and I enrolled in BSc (Hons) Psychology having in mind that I had chosen a degree that was closest to my interests and which I saw myself applying daily throughout my life. One year later, after graduating, I am now the Deputy Human Resources Manager at Science of Life Studies 24/7, an award-winning humanitarian and education non-profit organisation. Did I imagine myself here? Never! The journey from university till today has been filled with many challenges, and I am here because I got here with the right attitude.

My advice for the students out there is simple; Life is about having perspective. It is important to realise that getting out of bed everyday is an experience we choose to give ourselves and that you shape your day based on your mind-set. The journey to figure out your ambitions starts now and everyday is a step closer to them. Say yes to every opportunity that comes your way. Also, acknowledge that along the way resilience, perseverance and tenacity are the keys to achieve anything you set your mind to; never give up and always keep going. Remember that no matter what decisions you make, you are always in control. That is your power.

“It is important to realise that getting out of bed everyday is an experience we choose to give ourselves and that you shape your day based on your mind-set.”

NURUL NATRAH ABDUL AZIS

**BSC (HONS) BUSINESS MANAGEMENT
MANAGING DIRECTOR,
SATRIA PERKASA SECURITY**

The security services industry in Malaysia possesses a unique set of challenges and not many young entrepreneurs are interested in this sector. This was when I realised that I am able to contribute fresh ideas to bring the industry forward to a new era. It was not an easy process to set up the company from scratch. It required a lot of effort and management skills to ensure that the company is equipped with the right foundation to grow and sustain its growth in the future. My journey with SUBS degree has shaped my ability to assess business situations and provided me the knowledge that was needed to understand the organisation in full spectrum. The conducive study environment and resourceful lecturers were always there to guide me. Through SUBS, I also had the opportunity to intern at Digi Telecommunications. This was a valuable experience because it gave me an insight on how a corporate firm is run which I picked up and implemented them into my own company today.



JESSICA CHANG

**BSC (HONS) INTERNATIONAL HOSPITALITY MANAGEMENT
FRONT OFFICE SERVICE AGENT
WYNN MACAU**

After graduation in June 2015, I got recruited as a Human Resources Officer in Sunway Resort Hotel & Spa majoring in Generalist role. My job scope includes handling pre-employment procedures, on-boarding process, employees' day-to-day needs, preparing official letters for employment and staff movements. You must be wondering, how a hotel graduate ended up in HR? Well, why not? Class lectures and internships that Sunway University provided have prepared me well in understanding both the operations and management side of how a hotel functions. Working in HR gives me an advantage to understand what each department needs and wants mentally, physically and operationally. We then work according to their needs within our means. My advice to students is that salary and benefit are not something you prioritise while seeking your first job. Instead look for a well established organisation with proper system in place that you can learn most and grow with. You should possess these two characters; positivity and humility. Finally, always make time for God, family and friends. May you have the brightest future!





Exciting Programmes brewing in the SCHOOL OF ARTS

MA IN VISUAL COMMUNICATION AND MEDIA STUDIES

JPT/BPP(U)(N/321/7/0207/PA8457)09/21

Communications and Media are an ever growing and changing part of the world we live in. Be it Netflix, Facebook, online game, or an interactive installation in a museum, media messaging is a part of our daily lives. Today, these messages are formulated around branding narratives which will be investigated in this programme. Students will also look at how contemporary media has developed narratives as an organising principle and how they affect our society and culture.

As the culmination of the programme, students will develop a research-based thesis project that combines creative and academic research practices. This project supports the development of knowledge and innovation through artistic expression, scholarly investigation, and experimentation. The research-creation process results in an original artistic work with a scholarly component, resulting in an original artistic work with a scholarly component. The Master of Arts in Visual Communication and Media Studies is a 1-year full-time programme, or 2 years for part-time students.

BA (HONS) MUSIC PERFORMANCE

JPT/BPP(U)(N/212/6/0035/PA8529)03/22

This programme focuses on Western art music, with training in practical musicianship, music theory, and academic knowledge. The full-time programme is ideal for students with an interest and background in solo performance and/or ensemble playing. It is a practice-based, creative degree programme in which students would be expected to practice individually, rehearse in ensembles, and perform in both contexts. Students will also gain knowledge in music theory, music history, composition, arrangement, music technology and music education.

Graduates will be equipped for a professional career in the music industry as performers, educators, and session musicians, utilising a broad exposure to other related areas, including composition and arrangement. Furthermore, due to the interdisciplinary nature of the programme and its strong emphasis on collaborative work, students would gain a wide range of transferable skills necessary for employment in today's creative industries.